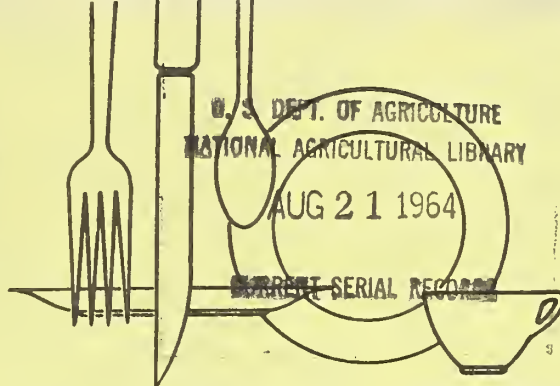


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FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Agricultural Marketing Service

January 29, 1964
F P - 79

MEATS.....In the first quarter supplies of beef will run about 6% larger than a year earlier, and 1% more than the very plentiful supplies of last fall and early winter. The number of cattle and calves on feed January 1--in the 28 major feeding States--totaled over 8-3/4 million head, the second largest number on feed for that date on record. Hog slaughter which has been large since mid-1963 will fall below 1963 levels before the end of the first quarter this year, and will average 5 to 7% under 1963 figures during the April-June period. As for lamb, supplies in the next 2 to 3 months will be about 8 to 10% below year-earlier levels. The supply of 1964 spring lambs, (April-September), will likely dip 3 to 5% below last year's figures.

POULTRY:

Broiler-Frivers...Marketings in March are expected to run at least 5% above a year ago. The December price at the farm was the lowest of record for the month, and March prices this year may be a little below last year's figure which was also record low.

Eggs.....Over the next few months eggs will likely be more plentiful than a year ago. The industry has requested USDA's promotional assistance for its annual celebration of March Egg Month, when prices are expected to be more favorable to consumers than a year earlier.

DAIRY.....In the first quarter of this year supplies are expected to average slightly below a year earlier. Some increase in production per cow is expected, although a decline in the numbers of cows is anticipated.

VEGETABLES.....Output of all winter vegetables is now estimated at 35.8 million hundredweight. That's a little below last year but 7% higher than the 1958-62 average. Winter production of cabbage--7.1 million hundredweight--runs 7% above last year. In fact, prospects were above last year's output in all winter States. The Texas and California crops of carrots, placed at 5.6 million hundredweight total 16% smaller than a year earlier. Production of celery--estimated at 4.5 million hundredweight--is 5% under last winter's figure. As for lettuce, production is estimated at 10.4 million hundredweight, slightly greater than a year ago. Florida's production of tomatoes--earlier estimated at 3-1/2 million hundredweight--suffered a mid-January freeze, so production figures will, in all probability, be cut in subsequent reports. Into the middle of 1964 supplies

of canned vegetables will be slightly below last year's record volume. Canned corn continues in record supply, and prices remain at favorable levels. January 1 stocks of potatoes totaled nearly 117 million hundredweight, assuring continued heavy supplies. Latest estimates of winter crop potatoes total 3,598,000 hundredweight--7% below last year and 16% smaller than the 1958-62 average. On January 1, cold storage holdings of frozen vegetables--1 billion, 284 million pounds--were slightly above a year earlier.

FRUITS:

Apples.....Supplies continue large. Cold storage stocks at the beginning of the year were 40.4 million bushels, or 14% greater than a year earlier. Most of this increase comes from the Pacific Coast States.

CITRUS.....Latest roundup of citrus prospects places production at 3% smaller than last year's freeze-damaged crop, and 27% below the record-large 1961-62 crop. The 1963-64 orange crop is now expected to total 99 million boxes--6% smaller than the previous season and a fifth below average. Grapefruit--estimated at nearly 32-1/3 million boxes--runs 7% smaller than last season's output and nearly a fourth below average. Florida tangerines are estimated at 3.7 million boxes--1.7 million boxes larger than last year's crop--but about equal to the 1957-61 average. Lemons, placed at 16.1 million boxes, are up 25% from a year earlier but 4% below average. January 1 stocks of frozen orange concentrate were around 20 million gallons, compared with 39 million on hand a year ago. Average for that date is 17 million gallons.

Frozen Fruits.....On January 1 stocks of frozen fruits totaled 433 million pounds--18% less than a year earlier and 12% below average.

RICE.....Production of rough rice set another high, topping 70 million hundredweight--6% above the 1962 record and 40% higher than average.

DRY BEANS.....The crop totaled a record 20.7 million hundredweight last year, which is 11% above average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

Potato Promotion	January 26 - February 8
Pecan Pageant	February 9 - February 22
It's Fish 'n Seafood Time	February - March
National Peanut Week.	March 1 - 7
National Egg Month	March 1 - 31
National Rice Week.	March 15 - 21
Canned Corn Promotion	February - March